

# **Foothill Transit Executive Board**

## **MINUTES**

The Regular meeting of the Foothill Transit Executive Board was held Friday, January 25, 2008, at the Foothill Transit Board Room, 2<sup>nd</sup> Floor, 100 South Vincent Avenue, West Covina.

President Paula Lantz, called the meeting to order at 8:03 a.m. The following members were present, constituting a quorum of the Executive Board:

Paula Lantz, President  
Michael De La Torre  
John Fasana  
Lola Storing  
Doug Tessitor

Staff and Guests present:

Doran Barnes, Executive Director  
Kevin McDonald, Deputy Executive Director  
Darold Pieper, General Counsel  
Lee Millen, Deputy Secretary  
Dietter Aragon, Planning Manager  
Gary Nehls, Director of Procurement  
Bob Arthur, Director of Special Projects  
Richard Hasenohrl, Director of Finance  
LaShawn Gillespie, Director of Procurement  
David Reyno, Director of Government Relations  
Araceli Lopez, Transit Store Operations Manager  
Mike Griffus, Veolia Chief Operating Officer  
Wayne Fritz, General Manager  
Peter Greenberg, General Manager  
Linda Somelleda, Marketing and Communications Director

## **PLEDGE OF ALLEGIANCE**

President Lantz led those present in the Pledge of Allegiance.

## **APPROVAL OF MINUTES FOR THE SPECIAL MEETING NOVEMBER 8, 2007 AND SPECIAL MEETING OF DECEMBER 14, 2007**

The minutes of the special meeting of November 8, 2007 and special meeting of December 14, 2007 were approved as submitted.

Motion: Member De La Torre, seconded by Member Storing  
Vote: Unanimously carried

## **PRESENTATIONS:**

### **Introduction of New & Promoted Staff**

Doran Barnes, Executive Director, introduced and recognized the following new and promoted staff: Dieter Aragon, Planning Manager; David Suarez, Transit Technology Manager; Gary Nehls, Director of Procurement; LaShawn Gillespie, Director of Planning.

### **Contractors' Employee Awards**

Wayne Fritz, General Manager, introduced and recognized the Arcadia location MV Transportation Operators & Employees of the Month: Nelson Meza, Operator of the Month; and Leticia Jimenez, Employee of the Month.

Peter Greenberg, General Manager, introduced and recognized the Pomona location First Transit Operators of the Month: Bulmaro Cota, Operator of the Month; and Phyllis Harrington, Employee of the Quarter.

### **Perfect Check Awards**

Staff requested this item deferred to the February Executive Board meeting.

### **Roadeo Award Winners**

Kevin McDonald, Deputy Executive Director, introduced and recognized Van Vong, Operator, and Robert Wisdom, Tracy Nicometo, and Alex Calderon, Maintenance Team. This is their third consecutive win as Roadeo Award winners and will be representing Foothill Transit at the National Roadeo this year.

The Executive Board highly commended the awardees.

## **PUBLIC COMMENT**

Mike Griffus, Veolia Chief Operating Officer, introduced Veolia Directors who represent Veolia's global team, and thanked the Executive Board for the opportunity to be of service. Vetran Betame, Head of Training Worldwide, expressed his admiration for Foothill Transit services and its newly acquired administrative offices. Mr. Betame

advised that a training campus was established in France twenty years ago, and Veolia intends to establish a campus in Chicago to continue providing the best customer service possible worldwide. Mr. Griffus noted that Doran Barnes and some staff have been invited to tour the French campus in February.

Mary Griffith, Foothill Transit customer, expressed concerns regarding customer service, Foothill Transit/MTA bus stops, the need for a larger elevator in Foothill's Administrative Offices, the lack of communication between Foothill staff and its contractors, and an incident wherein her wheel chair became inoperative and Access Services would not assist her; although Baldwin Park Police and a local merchant did attempt to provide her some assistance.

### **CONSENT CALENDAR:**

The Executive Board adopted the Consent Calendar items 7 through 11, and held item 9.

Motion: Member Fasana, seconded by Member Storing  
Vote: Unanimously carried

### **Agenda Item 9**

In response to Member Fasana, Linda Somilleda, Marketing and Communications Director, reported that the proposed Customer Satisfaction Survey includes only Foothill Transit customers, however, a comparative feedback analysis of MTA and Foothill Transit results is possible. Member Fasana suggested the need for feedback on riders' experience when compared to other carriers, and requested a broader feedback for analysis.

The Executive Board adopted Consent Calendar item 9, and directed staff to report back in February on the above concerns.

Motion: Member De La Torre, seconded by Member Storing  
Vote: Unanimously carried

### **REGULAR AGENDA:**

### **ACCESS SERVICES MEMBER AGENCY OUTREACH**

Kevin McDonald, Deputy Executive Director, reported that Access Services is the Consolidated Transportation Services Agency (CTSA) for Los Angeles County. The agency administers Access Paratransit, the Americans with Disabilities Act (ADA) mandated paratransit transportation program for Los Angeles County. In addition, as the CTSA, Access Services is responsible for coordinating the transportation programs

of the various social service providers in the county.

Access Services provides ADA paratransit services on behalf of Foothill Transit and 43 other fixed-route operators in Los Angeles County. As part of their charge to provide regional paratransit service in Los Angeles County, they provide service to residents within Foothill Transit's service area.

Mr. Arun Prem, Director of Strategic Planning for Access Services, presented a power point update to the Executive Board on the agency's activities relative to Foothill Transit and on the services available directly to residents within Foothill's service area.

Doran Barnes noted that he is honored to be Chair of the State Access Services Board representing 18 municipal operators, and commended Access Services for a model service to Los Angeles County residents.

Mary Griffeth advised that Access Services has grown to be a meaningful program, however, not in all areas of the County. Reservations were more easily obtained in the past and 24 hour service was the norm. She suggested an increased awareness of demographics and removal of stereotypes could serve Access Services well, and an extension of their service areas would be welcomed.

President Lantz thanked Mr. Prem for an informative and instructive presentation.

The Executive Board received and filed the Access Services Member Agency Outreach report (copy on file).

Motion: Member Tessitor, seconded by Member Storing  
Vote: Unanimously carried

### **HOT LANES UPDATE**

Kevin McDonald reported that at their meeting on November 29, 2007, the Metro Board approved Metro's application for funding of a Congestion Reduction Demonstration Initiatives project that would convert High Occupancy Vehicle (HOV) lanes along sections of I-10, I-210 and SR 60 to High Occupancy Toll (HOT) lanes starting in summer 2009. The goal of the demonstration project is to ensure speeds of at least 50 mph along those dedicated lanes by appropriately pricing passenger vehicles' access to those lanes. If implemented, this change could have extremely positive impacts for Foothill Transit and its ability to both serve current customers and attract new customers.

The application included funding requests for a number of projects, many of which will be positive for Foothill Transit. The request included funding for additional Silver Streak and high-capacity commuter buses that will be needed to meet the additional demand

for service; funding to supplement the West Covina Park and Ride project, including a pedestrian bridge to a proposed freeway HOT Lane stop on I-10; and complementary funding for the Line 187 Bus Signal Priority program.

If the Congestion Reduction Demonstration Initiatives application is successful, Foothill Transit could realize \$46.7 million in additional capital funding for projects to support the HOT Lanes demonstration project.

Member Tessitor suggested a letter of support also be prepared on behalf of the Executive Board.

Following discussion for the need of local and federal advocacy, the Executive Board directed the Executive Director to send letters of support from the Executive Board and the Executive Director for the establishment of HOT lanes to the Federal Transit Administration and to advocate for the creation of these lanes as appropriate.

Motion: Member Tessitor, seconded by Member De La Torre  
Vote: Unanimously carried

### **PROPOSED 2008 STATE AND LOCAL LEGISLATIVE PROGRAM**

David Reyno, Director of Government Relations, reported that the 2008 State and Local Legislative Program will help guide staff recommendations and actions on state and local proposals during the upcoming year. These include legislation for HOT, relief from users' tax, fare evasion citations, and to ensure transit funding.

Each year staff prepares a legislative program for adoption by the Foothill Transit Executive Board. The program will serve as a guide for pursuing Foothill Transit's legislative proposals and strategies and is meant to be flexible in order to give staff the leeway to pursue unanticipated legislative opportunities that may present themselves during the course of the year, such as advocating for legislation that is consistent with the aforementioned program.

On a monthly basis, staff will continue to prepare a state legislative update that will ask the Board to approve staff recommendations on individual bill and policies that affect Foothill Transit's interests. The same will be done for federal and local issues as the need arises.

Foothill Transit's efforts will be supported by Tim Egan of the firm Capital Representation Group, Inc. The Foothill Transit Board recently awarded a contract to Capital Representation Group, Inc. to act as our advocate in Sacramento when Board members or staff cannot be there to directly represent Foothill Transit.

Implementing Foothill's state legislative program will require Board members and staff

to meet with state representatives in Sacramento and at their local offices. In addition, Board members and staff will be participating in the legislative conferences and meetings. Funding for these activities is included in the FY 2008 budget and will be included in the budget for FY 2009.

The Executive Board adopted the proposed 2008 State and Local Legislative Program as outlined (copy on file).

Motion: Member Storing, seconded by Member Fasana  
Vote: Unanimously carried

### **PROPOSED 2008 FEDERAL LEGISLATIVE PROGRAM**

The 2008 Federal Legislative Program will help staff recommendations and actions on federal proposals during the upcoming year (copy on file). This program continues Foothill Transit's efforts to strengthen relationships with representatives in Washington, D.C., as well as relationships with their staff members and the staff of the various committees that could have an impact on Foothill Transit. The goal is to build support for Foothill Transit and its programs and to secure funding for Foothill's capital program.

A brief history of Foothill Transit's efforts over the past few years was given (copy on file).

In 2007, staff requested \$10 million and received a FY2008 earmark of \$500,000. This amount is in addition to the approximately \$2.1 million received in SAFETEA-LU funding.

This year staff recommends Foothill Transit shift its federal request proposal to the funding of compressed natural gas (CNG) replacement buses. Federal discretionary funding would be used to assist in converting the remainder of the fleet to CNG which allows a continued effort in protecting the environment by reducing pollution and keeping the air clean. A request will be made for \$5 million in FY2009 5309 discretionary funding.

Efforts will continue to be supported by Jan Powel of the firm Baker, Donnelson, Bearman and Caldwell. Jan acts as Foothill's advocate in Washington, D.C. when Board members or staff can not be there to directly represent Foothill Transit. In addition, she directly facilitates Foothill's funding requests.

The Executive Board adopted the proposed 2008 Federal Legislative Program as outlined (copy on file).

Motion: Member Fasana, seconded by Member Storing  
Vote: Unanimously carried

### **OPERATIONS RETREAT**

Kevin McDonald reported that on January 17, key members of the First Transit, MV, and Veolia teams met to discuss and identify strategies to address improvements in on-street service to customers. The workshop, facilitated by Peter Stark of Peter Barron Stark and Associates, was a very productive one, and a number of specific actions were identified that will improve the agency's performance in the areas of safety and customer service.

Through a candid discussion of areas with definite room for improvement (copy on file), the group identified Customer Service, Schedule Adherence, SMART Bus integration and Communication as areas where Foothill could have a significant impact on the organization with sufficient time and resources focused on them.

Strategies were adopted to address suggested improvements, including schedule changes to be implemented with the March service change; Interior Cards informing customers about how to report exceptional bus operator performance as a means of encouraging top-notch customer service; more effective lines of communication between Transit Store Customer Service Representatives and Dispatchers; and specific training for front-line staff on how to handle the "challenging" customer. A customer satisfaction survey to be administered in the fall will provide specific direction regarding issues of concern to Foothill customers.

Most of the strategies developed during the operations workshop can be achieved without any impact to the approved Foothill Transit budget. In those cases where additional running time might be necessary to address delays caused by increased traffic, staff will develop service level adjustment scenarios for Board approval as part of the FY 2009 Business Plan.

The Executive Board received and filed the Operations Workshop Update.

Motion: Member Fasana, seconded by Member De La Torre  
Vote: Unanimously carried

### **AD HOC MRKETING COMMITTEE**

Linda Somilleda, Marketing and Communications Director, reported that from time to time, the Foothill Transit Executive Board has appointed an Ad Hoc Marketing Committee to provide input on marketing department campaigns and strategies. This format has given the marketing department and the advertising agency an opportunity to discuss new directions and trends for future campaigns in an informal setting with board members.

One of the projects that the committee will consider is Phase II of the "green" campaign.

New concepts for phase II of the “green” campaign have been developed. While they are very much in line with the Foothill Transit brand, the overall look is a departure from Foothill Transit’s past campaigns. Feedback at this stage will help ensure that further development of the campaign will address the Executive Board’s observations. A second area where input will be requested is in the development of materials for Foothill Transit’s 20<sup>th</sup> anniversary, which will occur next fiscal year.

Staff recommended that the Executive Board President appoint an Ad Hoc Marketing Committee.

President Lantz appointed Members De La Torre and Tessitor.

Motion: President Lantz, seconded by Member Fasana  
Vote: Unanimously carried

### **PERFORMANCE INDICATORS REPORT – DECEMBER 2007**

Dietter Aragon, Planning Manager, reported that the performance indicators report provides an analysis of Foothill Transit’s nine key indicators on a month-to-month basis. Data is collected from a variety of sources such as the fareboxes on buses; contractor reported data, and financial performance data.

A snapshot of system performance was given, and further detail was made available (copy on file).

- Boardings – Overall boardings recorded by the farebox for December 07, was 1,133,719. This total is 0.30 percent below December 06 ridership.
- Fare Revenue – Total fare revenue for December 07 was \$1,287,165, resulting in an average fare of \$1.14 per boarding.
- Operating Expenses – Total operating expenses for December 07 were \$5,486,107, resulting in an average cost per service hour of \$89.78, which is below Foothill’s Fiscal Year 2008 target.
- Accidents – There were 9 preventable accidents in December 07 for an average of 0.79 accidents per 100,000 miles; representing five more accidents than in December 06.
- Customer Complaints – 7.85 complaints were recorded per 100,000 boardings for December 07, which represents a 29 percent increase in complaints from December 06.
- Schedule Adherence – This month, 76 percent of all trips surveyed were on-time.

President Lantz expressed concern regarding flat boardings without significant progress to date. Doran Barnes noted that a number of challenges exist, however, the HOT concept could address this issue, and park -and-ride availability is an issue for customers.



In response to President Lantz, Dietter Aragon advised that the Operations Retreat is addressing various challenges including preventable accidents, and schedule adherence. Member Fasana noted that freeway and arterial congestion needs to be solved to fully address these concerns.

Doran Barnes advised that frequent customer complaints include invalid complaints; a customer reports that a bus was late, however, the SmartBus system identifies the line as on-time. Staff is studying the last six months of complaints to address this concern.

### **TRANSIT STORE QUARTERLY REPORT – OCTOBER 2007 – DECEMBER 2007**

Araceli Lopez, Transit Store Operations Manager, reported that Pass sales for the second quarter were down slightly compared to FY 07 second quarter sales.

During the second quarter of FY 08, 43,504 calls were received. Transit Store staff handled 29,777 phone calls maintaining the average hold time at just under a minute. System upgrades to the phone system were implemented in October to improve the accuracy of phone statistics. According to the data provided Transit Store staff answered 68 percent of all calls received. Over the next month, data will be monitored closely to determine what changes need to be implemented to improve in this area. This may include the reallocating of phone calls to stores with less volume or changes in the process of handling calls. The overall average hold time was maintained at just under a minute at 44 seconds. The overall average handling time of calls is at one minute 17 seconds.

Pass Sales during the second quarter of FY 08 were slightly lower totaling \$1,311,380 compared to the same period in FY 07 which totaled \$1,348,587. History shows that during the month of December sales are slightly lower due to the holidays and discounts offered by other agencies such as Metrolink, and last month was no exception.

Walk-in Traffic recorded for all Stores in this quarter is 49,179 compared to 67,287 in FY 07, a decrease of approximately 27 percent. This downward trend has continued as the Foothill Transit website hits continue to grow.

In response to Member Fasana, Doran Barnes advised that a Call Center Management consultant has been identified to determine whether the phone activity data is valid; data indicating that 13 thousand calls have been missed, and that Saturday calls are not answered, is suspect.

The Executive Board approved and received the Transit Stores quarterly report (copy on file).

Motion: Member Fasana, seconded by Member Storing  
Vote: Unanimously carried

**CONTRACT AMENDMENT – CONSTRUCTION GENERAL CONTRACTOR  
SERVICES FOR THE NEW ADMINISTRATIVE OFFICES**

Bob Arthur, Director of Special Projects, reported that referenced Change Orders (COR) address work that SCG has completed as a result of field conditions or errors and omissions in the project's construction plans and specifications.

COR #4.1 is for services covering additional demolition work as needed due to field conditions and lack of information provided in the bid plans. The amount of this change is \$37,105.00.

COR # 139 is for additional labor to costs totaling \$1,917.00 for the installation of conduits, cabling and security cameras so as not to interfere with normal operations of Washington Mutual.

The review team consisting of Special Projects Director Bob Arthur, Special Legal Counsel Ed Gill, and the construction manager Jim Wrich recommend that these Change Orders be approved by the Board.

The Executive Board approved Change Orders Nos. 4.1 and 139 in the cumulative amount of \$39,022.00 (copy on file).

Motion: Member Fasana, seconded by Member Tessitor  
Vote: Unanimously carried

**EXECUTIVE DIRECTOR COMMENT**

Doran Barnes reported that he participated as a presenter at the California Transit Association's (CTA) retreat; state government is continuing the illegal transfer of transit monies; CTA filed a legal action to stop these illegal fund transfers, and is awaiting the court's decision, with a possible appeal anticipated; he and Kevin McDonald attended a CEO conference in Orlando, Florida; the APTA Legislative Conference is scheduled in D.C. in March; and Cluster Breakfasts are to be scheduled in early March.

**BOARD MEMBER COMMENT**

Member Fasana suggested that staff educate customers on customer errors that produce invalid complaints; commended staff on a successful Rodeo; advised that the City of Pasadena may have some interest in joining the Foothill Transit Authority; and the HOT lanes concept and the 210 corridor expansion through Pasadena may be of benefit to Foothill Transit.

**ADJOURNMENT**

There being no further business, the Executive Board adjourned at 9:50 a.m.